the first

NAB

Program Clinic

JUNE 27-29, 1949

THORNE HALL

DOWNTOWN CAMPUS

NORTHWESTERN UNIVERSITY

CHICAGO, ILLINOIS

June 27

9:30 **The Program's The Thing**
Justin Miller, President, National Association of Broadcasters

The Program Director as a Businessman

10:00 **Teamwork Pays Off For You *and***
The Sales Manager—Maurice B. Mitchell, Director, NAB Broadcast Advertising Bureau

The Station Representative—Lewis H. Avery, President, Avery-Knodel, Inc.

The Advertising Agency—Sylvester L. (Pat) Weaver, Vice President and Director of Radio-Television, Young & Rubicam, Inc.

12:30 **Lunch**

2:00 **Putting The Show On The Road**

The successful promotion of programs to the audience and the advertiser

Lee Little, General Manager, KTUC

2:45 **What Does The Audience Think?**

Practical, inexpensive ways to determine audience reaction

Kenneth H. Baker, Acting President, BMB and Director of Research, NAB

3:30 **"We Take You Now To"—**

Special Events—Jim Hanlon, Director of Public Relations and Special Events, WGN

Sports—Merrill Lindsay, General Manager, WSOY; member, Board of Directors, NAB

June 28

The Program Director as a Businessman (cont'd)

9:30 Let's Look At The Record

Using Wax For Listeners—Dick Redmond, Program Director, WHP

The Disk Jockey Rides A Winner—John Tinnea, Assistant Station Director, KWK

10:30 How You Gonna Keep 'em Up On The Farm

Planning For Rural Needs—Arthur C. Page, Farm Editor, WLS

The Business Of Farm Programming—Charles C. Worcester, Farm Service Director, WMT

11:30 Your News Ticker Is Money In The Bank

Effective ways to use wire feature material

A.P. Tom O'Neill, Radio News Editor

I.N.S. John Cooper, Director, Radio Department

U.P. Charles Ahrens, Central Division News Editor

E. R. Vadeboncoeur, Vice-President and General Manager, WSYR

12:30 Lunch

The Program Director in the Community

2:00 Public Affairs Are Your Affairs

The "Why" and "How" of Public Interest Programming — Rex Howell, General Manager, KFXJ

Case History — "CARE" — Ernie Brevik, Public Interest Director, WDAY

Case History—"Highway Safety"—Edwin K. Wheeler, Assistant Manager, WWJ

3:00 Controversial Issues On The Air

Including implications of the recent Mayflower ruling

Don Petty, General Counsel, NAB

June 29

4:00 **Showcase Of Program Materials—**
Ben Miller, Assistant Director, Program Department, NAB

The Program Director as a Showman

9:30 **All The Music In The World**
ASCAP—Herman Finkelstein, Resident Counsel
Jules Collins, Sales Manager
SESAC—David Milsten, Western Counsel
How to make full use of your music license
BMI—Roy Harlow, Director, Station Relations
The organization and use of a music library
BMI—Robert Burton, Vice-President in charge of Publisher Relations
Do's and don't's in the use of copyrighted material

11:00 **Put Life Into Your Transcribed Shows**
Tailor big-time programs for your audience
Walter Davison, Manager, Capitol Transcriptions
C. O. Langlois, President, Lang-Worth Feature Service
John Sinn, President, World Broadcasting System

12:00 **Making The Most Of Your Engineer's Know-How**
Royal V. Howard, Director, Engineering Department, NAB

12:30 **Lunch**

2:00 **Get Ready For Television**
Charles A. Batson, Editor, NAB Television Report and Assistant Director, Broadcast Advertising Bureau

3:00 **Theme And Variations**
Harold Fair, Director, Program Department, NAB

Sub-committee for the Program Clinic and Clinic Chairmen

Ted Cott, WNEW, New York
John S. Hayes, WTOP, Washington
E. R. Vadeboncoeur, WSYR, Syracuse

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Harold Fair, Director, Program Clinic

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To all the speakers, many of whom appeared after lengthy travel and extensive expenditures and efforts, go the heartfelt thanks of the National Association of Broadcasters and its Program Department.

Thanks, too, to the scores of industry leaders, too many to permit a complete listing here, who have given freely of their time and efforts; whose guidance and advice have been invaluable in preparing and completing arrangements for the Program Clinic.

☆

We acknowledge with thanks the wholehearted cooperation of the faculty and staff of Northwestern University, whose assistance made possible the success of this first nationwide NAB Program Clinic. We acknowledge, particularly, the assistance of Donley Feddersen, Chairman, Department of Radio, Charles Longwell, Manager, Abbott Hall, and Ray Willemaine, Assistant Manager, Abbott Hall.

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Scanned from the National Association of Educational Broadcasters Records
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"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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